

Second District STD Control Plan
Community Stakeholder Group Meeting Minutes
Friday, April 6, 2012 | 9:00am - 12:00pm

Meeting Purpose:	For Community Stakeholder Group (CSG) to learn about and share the Second District STD Control Plan (D2STDCP), provide and receive feedback in order to refine the plan, as well as empower members and their networks to actively help reduce STI disparities in the Second District in partnership with the Los Angeles County Department of Public Health. The CSG will define goals and expected outcomes of the plan, define its vision of a successful D2STDCP, and create milestones to achieve these goals. Representatives of the 2nd District community, the CSG is the voice of the community and thus offers a culturally competent perspective to the plan.
Meeting Location:	Office of 2 nd District Supervisor, Mark Ridley-Thomas 700 Exposition Park Drive. LA, CA 90037
Meeting Goal:	To provide updates regarding the D2STDCP and all of its components as well as secure stakeholder commitment and active involvement in the plan.
Meeting Facilitator:	Black Women for Wellness, LA County Department of Public Health Division of HIV and STD Programs, Office of the 2nd District Supervisor

1. Registration and Breakfast

2. Welcome -- BWW, Janette Robinson Flint

3. Opening Remarks -- DHSP, Mario Perez

Mr. Perez presented two charts which detailed the organizations and groups that are working on the D2STDCP as well as the described the funding and resources for the plan. He stated that, "there are high levels of disease in Los Angeles County, so we have a broad County STD effort/plan. DHSP has four funding sources for this STD plan."

Four Funding Streams for STD Control Plan:

1. UUI Funds
2. CARS which is specific to the 2nd District -- Resources secured by LA County through the CDC
3. Keeping It Real Grant - Through schools, a way to leverage existing resources
4. ECHPP through CDC

Sophia Rumanes is with the Los Angeles Department of Public Health and will help coordinate the program. She will make sure that all of the components/players in the program knows what each other is doing.

Components and how Stakeholders are expected to fit in:

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Mr. Perez highlighted the various components of the STD control plan, discussed the leaders/contact point for each and shared what has been done, what is being done as well as what is still needed.

- Case management -- field based services. CFHC will help significantly with this as they have subcontracted with PPLA
- Schools -- Keeping It Real grant for schools will be expanded. We need to identify additional resources to staff this. (Compton and LAUSD are involved).
- Screening - Dr. Peter Kerndt and Harlan Rotblatt, private technology partners for kiosks and tablets to get kids to order kits. We also need agencies such as St. John's Wellchild, AADAP, and the public health lab (for processing) to do more work. We've partnered with pharmacies to give out kits too. Screening is an important component -- we need to know how many people order kits, how many positives and how many people received treatment.
- Social Marketing -- Contract with KCBS to do social marketing
- Community Engagement -- normalize discussion about STD's. BWW is the leader in helping to engage the community. We are trying to engage faith-based leaders into this program.
- Public Relations -- Yolanda Vera and Mark Ridley-Thomas' office
- Evaluation -- DHSP staff and Sentient Research

Role of Community Stakeholder Group:

Mr. Perez explains the importance of the stakeholders. He explains that, there can be some refinement to the program. BWW will help shepherd the stakeholder group. BWW is the point of contact for the community. If our approaches aren't working, we need stakeholders (you) to give us ideas on how to improve it. We need your help with social marketing and community engagement. There could be changes over time to this program.

* For a copy of Mario Perez's presentation/handout, please contact DHSP

Question: Where does AIDS Healthcare Foundation fit in?

Answer: There are numerous agencies that do screenings. There are existing STD control and screening efforts that are in place. Their role is under the expanded screening domain and there may be other partners that join the program.

Mario: Contacts and relationships will be built over time. This is a work in progress. BWW will help promote involvement of additional community agencies.

Question: How Do we get new organizations into this plan?

4. Last Meeting Recap

There was no recap of the last meeting in order to get back on schedule. Most people present also attended the first meeting, so no recap was necessary. For information shared at the first CSG meeting including presentations and minutes, contact BWW.

5. I Know Campaign (Harlan Rotblatt)

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Update of the Six Components of D2STDCP:

Here Mr. Rotblatt updated the stakeholders on the six components of the D2STDCP.

Case Management

Expanded Screening

- We need to do more screenings for STDs. The I know Campaign is providing home test kits to women in the community. They can order tests online. We added a digital tablet, kiosks, and outreach workers to promote the tests. The tablet can enable outreach workers to sign women up on the spot and have tests given to them or ordered for them online. PPLA has 4 tablets and Compton Unified School district has 2. The first training on tablets was Feb 15th and the first outreach was Feb 21st. There have been 117 orders since first outreach. Of those 117 tablet orders, 56 specimens were sent to lab as of March 31st - more may be coming.
- 5 kiosks have been built, with two in place. One at Florence Pharmacy and the other at Watts Professional Pharmacy. There have been no orders from the kiosks yet. We did promotion around the pharmacy by placing materials at 32 surrounding businesses.
 - What else can we be doing?
 - How can we publicize this?

We need your help with this. Online is used much more than phones and outreach workers have doubled the number of test taken.

- How can we do more screenings? Clinics can do it. We need to screen partners too. We will hire 3 community embedded (CEDIS) to help. One person has been hired. We are hiring 2 more. Contact Melina Boudov or Michelle Cantu if you know someone who should apply.
- School Level programs – 11 nurses at Compton Unified School District have been trained with the tablets. There are 2 tablets at Compton High Schools. Tablets were requested by additional schools in LAUSD. Referral guides have been given out to eight 2nd district schools, with two additional guides near completion.
- **Keeping It Real** – 24 middle schools are conduit for implementation next year.
- Social marketing
- Public Relations – advertising is expensive in LA. We've done as much as we can. PR is talking to people. What's free media? How can you help us with this? You can educate your colleagues in the community.
- Community Engagement – This is critical to promote awareness and advocate. The Community stakeholder meeting is part of this. You are the only ones who can really create the change in the community. People want more youth and we are talking to CBOs (community based organizations) to have more youth here. Are there organizations that should be here that aren't? How can we get more latino orgs here? Contact Harlan at: hrotblatt@ph.lacounty.gov for his presentation and further questions

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regarding the components of the plan.

6. Community Based Organization Highlight:

Due to time constraints, the scheduled CBO highlight did not occur. The two organizations to be highlighted were, St. John's Well Child and Watts Healthcare Corporation.

Question: How are Street Team members approaching community?

Answer: There are 2 outreach teams – Street Teams through PPLA who are minors without tablets and Outreach workers who are young adults with tablets.

Question: What are people without tablets talking about? What is outreach strategy for people with tablets?

Answer: Go to events, schools and talk to other youth and hand out materials.

There was a introduction by Mr. Daniel Rivas of Saint John's Well Child of the St. John's, Reach LA and AADAP team. They go to communities in South LA where there are the highest rates of STDs to outreach.

7. Q&A

Question: How do you follow up?

Answer: Public health nurses at department of public health do follow up and make sure clients are treated. CEDIS are trained to do follow up and talk to partners. As we hire CEDIS, we want to do more of that.

People without web access can contact their outreach worker or call the hotline. We ask for follow up information but we do the best we can with what clients provide for their contact info.

Comment: Dominguez High School wants to partner with this program.

Comment: If people have an idea about where to go, tell us and we'll go there.

Comment: Owner of a teen health center says that teens don't listen to old doctors. We need peers.

Comment/Response: Research shows that age doesn't make a difference. Trust makes a difference. Age, gender, ethnicity and culture all make a difference and can help forge relationships.

Question to stakeholders: Kiosk ideas from group? We have 5, 3 places have agreed to place them. We need to place 2 more. YWCA can't do it. Where should we put them and how do we promote them?

Recommendation: In city of Compton would be a good place. Mark Ridley Thomas' office will go to a kiosk and video tape young staff using the kiosk in order to show that it is user friendly. The video will be shared with the department of public health and put on the department's and Mark Ridley-Thomas' website.

8. Break out Session & Engagemet

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Questions were posed to the stakeholders and they were to discuss and answer within their groups. After discussing with their groups, they shared the ideas and responses to those questions with the large group!

Responses from the Breakout sessions:

- Want youth to be more open about talking about this stuff. Educate youth.
- Use the religious community to connect.
- Get youth together separately from this meeting so they can talk together. Give them a place of their own to talk about it. Have a representative from that group come to this meeting to inform us.
- Celia and street team are a great resource – they can do peer education.
- Partnerships here at CSG are a great measure of success. Many orgs work along side each other but not together, so this is a great way to do that.
- Increase the dialogue about stds and sexuality
- Create a slogan to promote in community – “consent is sexy” is an idea that worked at Columbia university. It created comfort in the dialogue.
- Using the people here who are the experts.
- Have a youth summit – full day in the fall. Reach out to a rap musician to promote/ perform. Have experts who do this for kids run this (not us).
- How will we keep participation going – we’ll make it ongoing.
Make sure youth are accurately educated. Work with other youth leaders and advocates. Share the map, show their parents.
 - Food is a huge incentive.

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